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[1958]

FR 11/11/58

HILLCREST GARDENS

ALBERT LEA, MINNESOTA

FRESH STRAWBERRIES

from your own
back yard!



6 FOOT CORRUGATED, GALVANIZED STEEL TERRACED GARDEN

(description and price, inside page)

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★ MAR 11 1958 ★

U. S. Department of Agriculture

Planted with

The AMAZING **RED RICH** ... WONDER EVERBEARING STRAWBERRY



Patented
Plant Patent No. 993

THE FIVE STAR EVERBEARING STRAWBERRY

- * Sweet As Sugar
- * Ideal Freezing
- * Delicious Flavor
- * Heavy Yielding
- * Enormous Size

Bears a Quart to the Plant First Season

Two Full Crops Second Season

Licensed Propagators and Exclusive National Distributors
of Potted RED RICH Strawberry Plants
(Any Other Distributor Is Sub-licensed)

HARRY E. RUBLE & SONS

STRAWBERRIES — RASPBERRIES — CHRYSANTHEMUMS — PHLOX
GLADIOLUS — HYBRID TOMATO PLANTS

RED RICH

**We Are Licensed Propagators of RED RICH and Have Exclusive National Rights
For the Propagation and Distribution of Potted Plants**

Any other supply of potted RED RICH Strawberry plants is one of our sub-licensed co-operators.

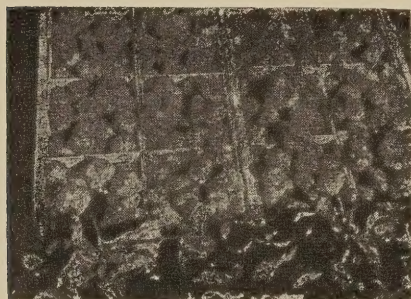
RED RICH is a patented plant (Plant Patent No. 993) and is sold under contract for the personal use only of the purchaser. It is unlawful to sell, give away or otherwise dispose of any plant reproduced.

This Trade Mark Protects You



The illustration shown at the left represents the mark by which genuine RED RICH Strawberry plants are identified. This trade mark has been adopted and registered by the licensed propagators and is the sign by which RED RICH is known to be genuine.

Since it was introduced in 1950, when it was acclaimed the best of all everbearers RED RICH has grown in popularity by well deserved merit in plant development, reproduction of new plants and heavy production of fruit of unsurpassed size and quality. Each succeeding year the demand for the plants has exceeded the supply. ORDER YOURS EARLY.



**Crate of Field Run RED RICH
Strawberries**

- *RED RICH is hardy, giving good results in Canada and Alaska.
- *A large plant, glossy green leaves, upright fruit stems, beautiful appearance; makes fine border plant.
- *Recommended as the best everbearer by Horticultural authorities.
- *Fruits, rich dark red to the core; delicious flavor; sweet as sugar; pleasing aroma.
- *The best for desserts, preserving, freezing; freezes whole, never mushy.

*Reproduces freely; a good plant maker; resistant to disease.

*Planted in the spring, bears in the fall; will pay for itself in fruit the first season; two full crops the following year.

POTTED STRAWBERRY PLANTS

Grow faster — Make stronger and better plants — Reproduce new plants and bear fruit earlier — Can be planted anytime throughout the year and they will all grow as they are growing when you get them. No loss of plants.



The potted plants you will receive will look similar to the illustration on the left. Some will be in bud and bloom. They are already growing and all you have to do is to remove the pot by cutting one corner and unwrapping the veneer and carefully setting the plant into the ground being sure to firm the soil well around the plant. Remove all blossoms from the plant until July first then let them begin to fruit and they will begin bearing by August first and continue well into October.

POTTED PLANTS are shipped in 2" veneer pots and are well rooted and growing, ready to start off after being set in the ground. **They are very satisfactory especially if dry conditions prevail at the time of arrival. If you are not ready to set them at once they may be held for days until you are ready to plant them so long as the soil on the plants is kept moist. They are especially adapted to long distance shipment. REMOVE THE POT BEFORE PLANTING.**

In co-operation with the Research Department of the Division of Horticulture, University of Minnesota, all of our potted plants are sprayed with ENDRIIN for the elimination and control of mites and other injurious insects which are found on all strawberry plants and which often prevent proper performance in plant growth and fruit production. They are also sprayed with CAPTAN for the control of fungus growths. These insect and fungus free plants grow faster and give increased fruit production.

PRICES OF "RED RICH" STRAWBERRY PLANTS

BARE ROOT PLANTS — 12, \$2.95; 25, \$5.00; 50, \$8.50; 100, \$15.00; 250, \$32.50. Prepaid prices unless otherwise noted.

POTTED PLANTS — 2" Veneer Pots, 12, \$3.75; 25, \$7.00; 50, \$12.00; 100, \$20.00. 100 plants by express, not prepaid, \$15.00.

OTHER EVERBEARING STRAWBERRIES

(All Price Prepaid Unless Otherwise Noted)

WAYZATA—The everbearer supreme; superior to others in size, flavor and productivity. A shy reproducer of runner plants, it is especially adapted to the hill system of planting. Originator's stock; genuine, true-to-name.

BARE ROOT PLANTS—25, \$3.00; 50, \$5.00; 100, \$10.00.

POTTED PLANTS—25, \$5.00; 50, \$8.50; 100, \$15.00. 100 by express, not prepaid, \$11.00.

GEM—Heavy fruiting; good plant maker. 25, \$2.00; 50, \$3.00; 100, \$5.00.

SUPERFECTION—Large fruits; produces freely. 25, \$2.10; 50, \$3.35; 100, \$5.45.

JUNE BEARING VARIETIES

DUNLAP (Early)—An old standard. Fruit medium size, dark red. Resists drouth and cold weather better than most varieties.

ROBINSON (Midseason)—Known as the finest commercial June bearing variety. Good for canning, freezing, preserving.

Either of above—25, \$1.40; 50, \$2.10; 100, \$3.10.

PREMIER (Early)—Very early; somewhat earlier than Dunlap. Produces large, bright red berries heavily. One of the best. 25, \$1.50; 50, \$2.15; 100, \$3.25.

RASPBERRY PLANTS

BIG RED LATHAM—King of red raspberries. Hardy, vigorous; outyielding all others. Price: 12, \$2.40; 25, \$4.50; 50, \$8.50; 100, \$15.00.

AUNT MARY'S EVERGREEN WHITE SWEET CORN—The most delicious sweet corn grown. Large ears of sweet and juicy tender kernels. The best for table, freezing or canning purposes.

Large packet, sufficient seed for 50 hills or more, 35c; one pound, 85c prepaid.

GET MORE BERRIES BY USING A PYRAMID CIRCULAR TERRACED GARDEN

In one fourth the space of the conventional garden method you can enjoy an abundant growth of everbearing strawberries with a Pyramid circular terraced garden.

● Easy to pick from. ● Berries stay cleaner. ● Easy to care for, weed, water and protect from birds. ● Perfect too, for low growing perennials annuals, mums, petunias, dwarf marigolds, dwarf salvia, begonias, etc. These attractive gardens add real beauty and practical value to any garden or landscape. Ideal for center planting.

Complete instructions for assembling and growing the plants with each pyramid.

ALUMINUM PYRAMIDS

Junior Size—Three Terraces—5 ft. diameter (see cut), back cover.....\$7.95
With 50 Superfection or 20th Century everbearing strawberry plants, prepaid. \$10.95. With 50 RED RICH \$16.45.

Large Size—Four Terraces—6 ft. diameter\$9.95

ACCESSORIES (Available Only for Large Size Aluminum Pyramid)

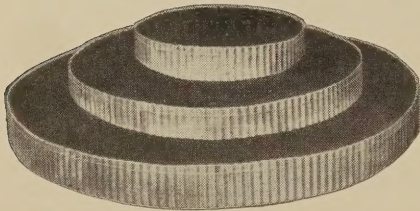
6 SUPPORT STRIPS (Large Plant Pyramid Only)\$ 3.95

COVER (Plastic) (Large Plant Pyramid Only) 6.95

NET (Mesh) (Large Plant Pyramid Only) 6.95

SPRINKLER (Complete with copper tubing and all connections) 5.25

CORRUGATED, GALVANIZED STEEL 6 FT. PLANTING PYRAMID



Holds 50 properly spaced large everbearing strawberry plants. Practical strawberry bed for any backyard. Large capacity; rigid; durable; will not rust or corrode; withstands use of fertilizer on plantings; made of corrugated steel of spring like temper. (See cut, front cover).

Price, Pyramid only, by express collect, \$7.45; prepaid, \$9.45.

Either 6 ft. Pyramid with 50 Superfection strawberry plants, \$12.95; with 50 RED RICH \$17.95.

HARDY EARLY BLOOMING CHRYSANTHEMUMS

Planted in the spring these hardy perennials will make large plants smothered with beautiful blooms in August, September and October. Most of the varieties make good cut flowers for home or table bouquets. All varieties early to mid-season.

PREFERRED MINNESOTA VARIETIES

Variety	Color	Height*	Time of Blooming**
BUTTERBALL	Lemon-chrome	Low	Early
CHIPPEWA	Aster-purple	Tall	Midseason
DEE DEE AHRENS	White	Medium	Midseason
DR. LONGLEY	Rose-pink	Medium	Early
FANTASY	Golden yellow	Medium	Early
GLACIER	White	Medium	Early
HARVEST BRONZE	Apricot-bronze to straw yellow	Low	Early
MAROON 'N' GOLD	Bright dark red and gold	Low	Early
MESABI	Rust colored	Tall	Midseason
MINNBRONZE	Bronze	Low	Early
MINNPINK	Pink	Low	Early
MOONLIGHT	White, pale yellow center	Medium	Midseason
PRAIRIE SUNSET	Bright rose-pink and gold	Medium	Early
PURPLE STAR	Bright dahlia-purple	Medium	Medium
REDGOLD	Bright reddish bronze	Medium	Early
SILVER PINK	Silvery lavender-pink	Medium	Early
VIOLET	Purple	Low	Midseason
VULCAN	Dark red	Medium	Early
WANDA	Raspberry-pink	Tall	Midseason
WENONAH	Light lavender	Medium	Early

*Low—up to 12 inches; medium—12 to 18 inches; tall—over 18 inches.

**Early—before September 1; midseason—September 1 to 15.

OTHER VARIETIES OF MERIT

ALGONQUIN—radiant yellow
 CHIQUITA—pompon yellow
 COURAGEOUS—dark ruby-red
 FOOTBALL BRONZE—bronze
 GEORGE LUXTON—soft bronze
 KING MIDAS—bright yellow
 LADY'S CHOICE—ivory pink-
 bronze overtone
 MURIEL RICE—buttercup yellow,
 aging to cream

OLD LAVENDER—pure lavender
 OLIVE LONGLAND—salmon pink
 ORANGE BEAUTY—orange
 PAPITA—pompon white
 PINK BOUQUET—rose pink
 PURPLE SPOON—soft purple
 REAL GOLD—golden yellow
 ROSITA—pompon pink
 ROYAL ROBE—beet root purple
 SEPTEMBER DAWN—bright rose pink

Prepaid Prices: 3, labeled, \$1.25; 6, \$2.25; 12, \$3.45. Not labeled, 3, \$1.00; 6, \$1.95; 12, \$2.95.

If interested in larger quantities send for a complete list and wholesale prices on 100 or more.

NEW 1958 MINNESOTA INTRODUCTIONS

PRINCESS—Medium height; early bloom. Very early blooming carnation type bloom; deep old-rose with gold tipped. Exceptionally long blooming.

MINNEHAHA—Salmon rose in color. When in bloom it is a mass of color. Medium height. Very early bloomer. Tends to be blight resistant.

Price each, 75c; 3, \$2.00; 6, \$3.75; all one variety or in combination.

Supply very limited.

SOME SUGGESTIONS THAT WILL HELP YOU TO PRODUCE BIG CROPS OF LARGE LUSCIOUS FRUIT FROM RED RICH STRAWBERRY PLANTS JUST AS WE CLAIM FOR THEM

We have occasional reports of improper performance of the RED RICH strawberry plants in size of fruit and abundance of fruit production which could be caused by soil deficiencies or other agents. The soil deficiencies may be corrected by having the soil analyzed and providing the proper fertilizer as recommended by the soil analyst if a deficiency is apparent.

But there are two other causes of major concern which conspire to cause improper performance of the plants which may be easily corrected by proper care which will give them an opportunity to develop healthy growth and to bear fruit of large size, abundantly, just as we claim they will in the price list.

FIRST—RED RICH will not produce fruit of large size abundantly unless given plenty of room for growth and development. Do not overcrowd the plants. Plant them at least two feet apart each way and when new plants begin to form on the runners from the mother plant space them at least one foot from the old plant and do not allow plants to grow less than one foot from the old plant and do not allow a parous remove the surplus and plant elsewhere or discard. If allowed to become too numerous in a matted row production of fruit will be curtailed and small seedy berries or none at all may result.

SECOND—A more serious cause for improper performance of RED RICH strawberries is the presence of red spiders and/or Cyclamen mites. The mites are so small that they are invisible to the naked eye and can only be detected with the aid of a magnifying glass but they may cause untold damage if the plants are heavily infested. They will produce only small seedy fruits or the blossoms may not at all develop into fruit.

All strawberry plants are more or less infested with the Cyclamen mites and the RED RICH seems to be especially susceptible as a host to both the mites and red spiders.

The mites and spiders may be eliminated simply by spraying the plants with a mixture of $\frac{1}{2}$ teaspoonful of ENDRIIN (a powerful insecticide) thoroughly mixed in one quart of water. This mixture may be applied on small plantings with an ordinary quart size hand sprayer delivering the spray as thoroughly as possible to the underside of the leaves of the plants as well as to the upper sides.

The plants should be sprayed at least twice at intervals of 10 days to two weeks **AND BEFORE THE PLANTS BEGIN TO SET FRUIT** (before the fruits begin to form) as the material is highly toxic and adheres to surfaces to which it is applied for an indefinite period of time. Two sprayings before the plants begin to set fruit should be effective for the control of the spiders and mites. We have derived these conclusions by co-operative research with the State Department of Agriculture and the Department of Entomology of the University of Minnesota during the winter and spring of 1955 and the season of 1955-56. The concentration of the spray material and the period of spraying is as recommended by the research workers of the Hort. Dept., U. of M. All of the potted plants shipped out by us have been sprayed with ENDRIIN and are certified to be free from spiders, Cyclamen mites and other injurious insects.

Caution should be used in preparing the spray material not to get insecticide on the hands, face or body as it is highly irritant to the skin but is extremely effective for the control of red spiders and Cyclamen mites. Care also should be taken not to inhale any of the fumes of the spray. If any of the material lodges on the skin of the user it should be thoroughly washed off immediately.

ENDRIIN is usually sold only in quantities of one gallon or more but only a small amount is necessary to spray 100 or more plants. For the convenience of our customers who are unable to get the material in small quantities we have prepared it in 4 oz. and 8 oz. bottles at \$1.25 for the 4 oz. and \$2.00 for the 8 oz. prepaid.

The use of a good insecticide is also beneficial in promoting fruit production. We use CAPTAN which gives effective control of fungi and materially increases fruit production. We make 5 applications a week apart starting the latter part of April using a rounded teaspoonful of the material to one quart of water spraying the plants with the material so that they are well covered with the spray. We can supply the Captan if you are unable to get it elsewhere. Price, 2 pound bag, \$2.50 prepaid.



HILLCREST GARDENS

Licensed Propagators and Exclusive National Distributors
of Potted RED RICH Everbearing Strawberry Plants

HARRY E. RUBLE & SONS

Albert Lea, Minnesota

Amount Enclosed \$ _____ Date _____

Name _____

Street _____ Rural Route No. _____

Post Office _____ State _____

Ship About _____ (Date to ship plants)

Town Where Express Office is Located _____

We prepay all orders unless otherwise noted.

Quantity	Description	Price	
	RED RICH, Pat. No. 993) (Field Grown)		
	RED RICH (Potted)		
	WAYZATA (Field Grown)		
	WAYZATA (Potted)		
	TOTAL		

NO-SEE GRASS BARRIER

Easy-to-remove keys are located at 2-foot intervals. A twist of the pliers gives you the length you need. Additional keys furnished to re-connect in making a circle around trees or a longer length for a flower border. Shipped prepaid. 40-ft. connected coil (4 inches deep), \$4.98; 40-ft. package (2-ft. strips with keys) 4-inch depth, \$4.79; 6-inch depth, \$7.19.

HILLCREST GARDENS

HARRY E. RUBLE & SONS

ALBERT LEA, MINNESOTA

CERTIFIED F-1 HYBRID TOMATO PLANTS

The Everbearing Tomato

- Bears Fruit Earlier ● Fruit Uniform and Meaty
- Few Seeds ● Bears "Til Frost
- 8 Plants, 95c; 18 Plants, \$1.95, prepaid

TRANSPLANTS—Large, greenhouse grown, cold frame hardened plants bear earlier than standard varieties and continue bearing until frost. The everbearing tomato. Beautiful in appearance, uniform in shape and size; few seeds. Our plants are grown from F-1 hybrid seed and not to be confused with plants grown from the cheaper second cross F-2 seed which will not give equal results.

When ordering please mention approximate date wanted. Plants available about April 20 but weather conditions may delay growth of the plants 10 days.

Prices prepaid, 8 plants, \$.95; 18 plants, \$1.95; 50, \$4.00; 100, \$7.00.

POTTED HYBRID TOMATOES (same as above), ready about May 1st. Not prepaid; shipped by express. Be sure to give express shipping point.

25 plants, \$4.00; 50, \$7.00; 100, \$12.50.

WISCONSIN 55 TOMATO PLANTS — Not a hybrid. The best of all the ordinary tomato plants. Medium early, heavy producer of large symmetrical fruits which continue to ripen till frosts kill the vines. Foliage is good and the plant is quite blight resistant.

12 Plants, 95c; 25, \$1.65; 100, \$4.95.

If not called for, please hand to some interested party.

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U.S. Dept. of Agriculture
Washington, D.C.

